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X SPECIAL SCHOOL MILK PROGRAM
Experimental Operations;

The Agricultural Act of 1954 authorized that "Beginning September 1, 1954, and ending June 30, 1956, not to exceed \$50,000,000 annually of funds of the Commodity Credit Corporation shall be used to increase the consumption of fluid milk by children in non-profit schools of high school grade and under."

Procedures for the experimental operations were developed and State Agencies were afforded an opportunity to select one of six experimental projects offered for study or to suggest additional projects in which they would be interested. Because the availability of milk in schools and the various factors which affect milk consumption differ among States and among schools within a State, each State Agency that was interested in the experimental phase of the Special School Milk Program developed its own plan of operation, subject to the approval of the Department of Agriculture, adjusting its study to the individual needs of the schools and the State.

Reports of the experimental operations will be submitted to the Department so that it may evaluate the results and conclusions of the studies, and develop practical operating procedures and methods to overcome those factors that tend to affect adversely the consumption of milk in schools. Of special significance in all reports will be those factors which favorably influenced the consumption and availability of milk in schools. The results of the experimental operations will be made available to all State Agencies for application in connection with the service of milk in schools during the coming school year.

Agriculture-Washington

I. New Times of Service

Kentucky and New Mexico have selected the study of the effect of new times of milk service as a means of increasing the availability and consumption of milk at schools. Schools selected for study will be those which have previously served milk at the noon hour only. Certain schools would institute one new time of milk service other than the lunch period, while at the same time, other schools would initiate more than one new time of service. Problems of milk supply and service, arising in connection with new times of service will be studied and evaluated, and solutions to such problems will be recommended. The response obtained from the new times of service will be measured by the new levels of total and per capita milk consumption. As part of the over-all objectives of the study, an effort will be made to ascertain the number of additional new periods of milk service which brings forth the optimum response in total milk consumption.

II. Price Studies

A. The Effect of Specific Price Reductions on the Level of Milk Consumption.

The State Agencies of Connecticut and Wisconsin are analyzing the effect on milk consumption of various price reductions from that charged the school child during the pre-experimental period. The reduced prices apply to all milk served other than with the Type A lunch. Data will be obtained and analyzed as to the effect of prices at, above, and below 5 cents per unit of milk on the total and per capita level of consumption and the response obtained at each experimental price level.

Massachusetts is making a similar study except that it is restricting the experimental operations to an analysis of various reimbursement rates on milk consumption in certain schools which had a relatively high rate of milk consumption during the "base" period.

Funds made available under these projects will be used to underwrite any losses which may result to the experimental schools because of the special reduced prices to be charged for milk during the experiment and which are not covered by the regular reimbursement under the Special School Milk Program.

B. How Reimbursement Rates Are Applied by Schools

The States of Tennessee, Oregon and Utah are studying the effects of the Special School Milk Program reimbursement rates on the pricing and other milk handling policies adopted by the schools selected for the project. The reports will cover the various methods used by the schools under review to reflect the reimbursement rate in the price charged for milk, i.e., a blended price for all milk served, special prices for extra milk or the over-all effect on milk consumption of slight reductions in price. Variations in pricing policy will be compared as to the response in milk consumption created by the specific reimbursement method adopted by the schools.

III. Milk Vending Machines

Rhode Island and Alabama are studying the influence of coin-operated milk vending machines on the total and per capita milk consumption levels in schools participating in the Special School Milk Program. Among the factors which will be studied are changes in consumption rates, types and capacities of machines used, and the best places to locate machines in the school. Other significant factors which will be analyzed are amortization and operating costs of the machines, maintenance problems, milk deliveries and in-school milk service problems.

IV. Flavored Milk Study

The South Dakota State Department of Public Instruction has selected for its project the influence of chocolate flavored whole milk as a means of increasing milk consumption at schools. The experimental operation will be conducted in three parts:

- A. A questionnaire survey of all Special School Milk Programs in the State to ascertain availability, price, preference of children for plain or flavored milk, and reasons, if any, for the non-service of chocolate flavored milk.
- B. A questionnaire survey of the dairies within the State to ascertain the availability of chocolate whole milk, interest in producing the product for school consumption, a comparison of the prices for plain and flavored milk and the availability of milk vending machines for schools serviced by the dairies.
- C. An extensive study of a selected group of schools to determine the children's milk preference, costs of plain and flavored milk to the children, rate of consumption of each type of milk, and other pertinent facts which may influence the consumption of milk at the selected schools.

V. In-School Milk Handling Practices

The Georgia State Department of Education is studying "In-School Milk Handling Practices and their Effect Upon Acceptability of Milk to Children."

Schools, representative of three practices of serving milk during the lunch period, will be selected for study (a) refrigerated dispenser, (b) a refrigerated box, and (c) an unrefrigerated serving area after milk has been withdrawn from refrigerated storage.

Pertinent data will be collected relative to time of delivery of milk to the school, duration of refrigerated storage at school prior to service, the temperature of milk during the service period and the acceptability of the milk to the children as influenced by the temperature of the milk.

VI. Factors Influencing Milk Consumption

The Department of Education of the State of New Jersey has selected for its project a comprehensive study of various factors influencing milk consumption in certain schools. These factors, that may tend to increase or decrease milk consumption are temperature, price, availability of competitive products, fad diets, and home consumption habits. The determination of such factors will be made through statistical analysis of milk consumption records, visits to schools, and the use of questionnaires in the selected schools. Data assembled under this project will be evaluated and practical recommendations will be developed to overcome those factors which tend to affect adversely the consumption of milk at schools.

VII. Milk Delivery and Refrigeration Problems in Rural Areas

The Vermont State Department of Education is undertaking a study of milk consumption at schools located in rural areas. Special emphasis will be given to difficulties encountered in connection with milk deliveries by the dairies due to poor roads, excessive mileage required for deliveries, etc., and to the influence of inadequate refrigeration or to its total absence on the milk consumption level of rural school children. As part of the study, the problems encountered will be evaluated and practical recommendations will be developed to overcome the difficulties that are

X. Size of Container

The State of New York is undertaking a study in an individual city of the effect of introduction of the one-third quart container in lieu of the half-pint, in connection with service of milk at lunchtime. The State is also studying the effectiveness of the addition of mid-morning or mid-afternoon service of one-half pint of milk upon milk consumption among elementary school children in the same city.



